

**Motivational talk of Mr. Prem Anand on January 15, 2025 at 11:30 am**

**Organized by- Department of Footwear Technology, Faculty of Engineering**

**Dayalbagh Educational Institute (Deemed to be University)**

**Dayalbagh, Agra-282005, India**

**Venue- Footwear Fabrication lab, Tannery, D.E.I**

**Topic- Fundamentals of Logistics**

### **Introduction of Speaker**

Mr. Prem Anand did Bsc Engg. in Mechanical from Agra Univ. in 1984. After this, he completed his PG Diploma in Industrial Engg. from National Productivity Council Madras, 1990. Later on, he also completed his EMBA in Marketing honours from SIES institute of Management studies, New Mumbai, 2010.

### **Work experience:**

Mr. Prem Anand worked in several industries with companies like Escorts Faridabad, Acc. Ltd. Mumbai, Metso minerals Ahmedabad, Ispat industries, Mumbai and Sona alloys, Satara distt. in Supply chain functions. Last Assignment was at Sona alloys as Senior General Manager handling projects procurement, stores, ERP, logistics.

Mr. Prem Anand opened his lecture by emphasizing the pivotal role logistics plays in the footwear industry. He explained that logistics ensures the efficient flow of goods, materials, and information from raw material procurement to the delivery of finished products to the end consumer. With the footwear sector heavily reliant on global supply chains, understanding logistics fundamentals is essential for students aiming to excel in this field.

### **Overview of Logistics in the Footwear Industry**

Mr. Anand provided an overview of logistics, breaking it into key components:

1. **Supply Chain Management (SCM):**
  - Encompasses the entire process from sourcing raw materials to delivering the finished product.
  - Involves coordinating with suppliers, manufacturers, warehouses, and retailers.
2. **Importance in Footwear:**
  - Footwear production often involves sourcing raw materials (leather, textiles, synthetic materials) from different regions, making logistics crucial for cost control and timely production.
  - Efficient logistics contribute to reduced lead times, improved customer satisfaction, and higher profitability.

### **Key Elements of Logistics**

Mr. Anand explained the main components of logistics and their relevance to the footwear sector:

1. **Procurement:**

- Involves sourcing high-quality materials like leather, soles, and adhesives at competitive prices.
- Strategies such as just-in-time (JIT) procurement help minimize inventory costs.
- 2. **Transportation:**
  - Critical for moving raw materials to factories and finished goods to distribution centers or retailers.
  - Modes of transport (road, rail, sea, air) are chosen based on cost, speed, and distance.
- 3. **Warehousing:**
  - Ensures the proper storage of raw materials and finished goods.
  - Modern warehousing solutions, such as automated storage and retrieval systems (ASRS), enhance efficiency.
- 4. **Inventory Management:**
  - Balancing supply with demand to avoid overstocking or stockouts.
  - Use of technologies like Enterprise Resource Planning (ERP) systems for real-time inventory tracking.
- 5. **Distribution:**
  - The process of delivering finished products to wholesalers, retailers, or directly to consumers.
  - Efficient distribution networks are key to meeting customer expectations.

### **Challenges in Logistics for Footwear**

Mr. Anand highlighted the common challenges faced in the logistics of footwear production:

1. **Global Sourcing:**
  - Reliance on international suppliers can lead to delays due to geopolitical tensions, customs regulations, or shipping disruptions.
2. **Demand Variability:**
  - Seasonal demand for footwear (e.g., school shoes, winter boots) requires agile logistics systems.
3. **Sustainability:**
  - Increasing pressure to adopt eco-friendly practices in transportation and packaging.
4. **Cost Management:**
  - Rising fuel costs, labor expenses, and tariffs can impact overall logistics expenses.

### **Technology and Innovation in Logistics**

Mr. Anand stressed the importance of adopting modern technologies to improve logistics efficiency:

1. **Automation:**
  - Use of robotics in warehouses for sorting and packing.
  - Automated transportation management systems (TMS) for route optimization.
2. **Data Analytics:**
  - Leveraging big data to forecast demand, track shipments, and optimize inventory levels.
3. **IoT and RFID:**
  - Internet of Things (IoT) devices and Radio Frequency Identification (RFID) tags enable real-time tracking of goods.
4. **Block chain:**
  - Ensures transparency and traceability in the supply chain, crucial for ethical sourcing.

### **Sustainability in Logistics**

He emphasized the growing need for sustainable logistics practices in the footwear industry:

- **Green Transportation:** Use of electric or hybrid vehicles for delivery.
- **Eco-Friendly Packaging:** Reducing plastic usage and opting for biodegradable materials.
- **Carbon Footprint Reduction:** Optimizing routes and consolidating shipments to minimize emissions.

### **Role of Logistics Professionals in the Footwear Industry**

Mr. Anand outlined the responsibilities of logistics professionals in footwear:

1. **Supply Chain Planners:**
  - Develop and implement strategies to improve efficiency and reduce costs.
2. **Inventory Controllers:**
  - Ensure optimal stock levels to meet production and customer demand.
3. **Transportation Managers:**
  - Oversee the movement of goods and negotiate with carriers for competitive rates.
4. **Sustainability Coordinators:**
  - Implement eco-friendly logistics solutions and monitor their impact.

### **Preparing for a Career in Logistics**

Mr. Anand provided actionable advice for students to build a strong foundation in logistics:

1. **Skill Development:**
  - Analytical skills for inventory planning and route optimization.
  - Proficiency in logistics software like SAP, TMS, and ERP systems.
2. **Certifications:**
  - Industry-recognized certifications such as Certified Supply Chain Professional (CSCP) or Logistics and Supply Chain Management (LSCM).
3. **Internships and Training:**
  - Gaining hands-on experience through internships with footwear companies or logistics firms.
4. **Networking:**
  - Building connections within the industry to stay updated on trends and opportunities.

### **Conclusion**

Mr. Anand concluded his lecture by emphasizing the critical role logistics plays in the success of the footwear industry. He encouraged students to view logistics not just as a support function but as a strategic tool that drives efficiency and customer satisfaction. With the right skills, knowledge, and adaptability, he assured them of a rewarding career in this dynamic field.





